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DESERT DIALOGUE

VOLUME 61 OCTOBER/NOVEMBER 1989

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Roger Wagner Publishing Makers of Hyper Studio

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November 11, 12:00 P.M.
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DEADLINE: The Friday following the meeting. Articles may be submitted by mail or via The SNAFUg Apples Only BBS. Address all contributions to: Newsletter Editor.

Newletter production by Dawn Wilson, with John & Ellen Leveritt of JONELL Graphic Creations.

From the President

by
Richard Craft

APPLEFEST '89 SAN FRANCISCO

Fortunately for Byron Foster, Larry Mann and myself, AppleFest took place in the middle of September before the earthquake. But then again maybe an earthquake would have livened things up in the Civic Center Auditorium in downtown San Francisco. I can't really remember anything that reached out and grabbed my attention as it did in the previous two years I've attended AppleFest. The display area was smaller this year with the obvious absence of Claris and Mediagenic. That's right, Claris was not there even though they recently released AppleWorks 3.0 and upgraded AppleWorks GS. I guess Claris thinks that the AppleWorks programs will sell on their own merit and don't think it's necessary to push their best-selling product.

Apple didn't have any new announcements about their Apple II line and once again affirmed that the Apple IIGS is not dead and backed it up by mentioning the recently released 1 MB IIGS with GS/OS 5.0. Earlier in the week Apple had unveiled their Mac Portable and Mac IIci. To tell you the truth I was more excited about that and even got to play with the Portable at Apple's display booth. See below for a description of Apple's newest products. A little controversy interrupted Jean-Louis Gassee's opening keynote speech. Apple's president of product marketing made the usual statement that the Apple II is still alive but advances are slow because the technology is being pushed beyond its limitations for an 8/16-bit computer. About this time Bill Mensch, the president of Western Design Center (who created the 8-bit 6502 microprocessor for the IIe/c and the 16-bit 65816 for the IIGS) stood up and asked why Apple refused to talk to him about his latest project, the 65C832, a 32-bit microprocessor that would allow the IIGS to run at speeds between 10 and 20 Mhz (the GS currently runs at about 4 Mhz). Gassee gave a round-about answer by stating something about whether this product was available in production quantities. He then tried to smooth it over by asking Mensch to contact his office to discuss the matter. Mensch insisted on getting his two-cents worth and started rambling on about Apple's previous dealings. His microphone was promptly silenced and a technician from backstage escorted Mensch back to his seat. Hopefully something positive will come from this and we just might see a new generation Apple IIGS.

One thing's for certain though and has been prevalent at all the AppleFests I have attended - Apple's commitment to user groups. Apple is the only major computer company that recognizes its user groups and provides a constant stream of information to the more than 1200 groups around the world. Information in the form of press releases, newsletters, tech notes, video tapes, demo disks and on-line help is provided by Apple at no charge. The on-line help is AppleLink which is directed towards authorized Apple dealers, although user groups also have accounts. AppleLink Personal Edition, recently reorganized as America OnLine allows individual Apple users to access the mountains of information provided by Apple and third party developers.

THE MACINTOSH PORTABLE

The Macintosh Portable features the latest in technology yet retains all the familiar features associated with the current line of Macintoshes. Apple claims that the Portable will run virtually all existing programs. At the heart of the machine is the same microprocessor that the Mac Plus and SE use. But it's a special CMOS (complimentary metal oxide semiconductor) 68000 microprocessor that runs at a whopping 16 Mhz (twice as fast as the SE yet same clock speed as the SE/30 with its 68030 processor) and consumes very little power. The standard 1 MB RAM comes in the form of energy conserving static RAM chips and can be upgraded to 2 MB. The replaceable lead acid battery can be used up to 12 hours before recharging is necessary. There is even a 9-volt battery that is used to retain memory while swapping battery packs.– A sophisticated power management system is used to monitor every function occurring within the computer (for you techies and nostalgia buffs, a 6502 microprocessor is used for this, the same one used in the Apple IIe). The Mac's microprocessor will slow to 1 Mhz, the screen will blank out after a preset time and the optional internal 40 MB hard drive will stop spinning if there is no input from the user. A battery desk accessory gives the user a constant readout of the available battery life and various settings can be adjusted in the control panel to shut off power to the machine. The built-in Active Matrix Liquid Crystal Display is one of the best I've seen in any portable on the market. Behind every pixel of the screen is a transistor which allows a speedy response rate. Animation on screen flows very smoothly and doesn't blur as is the norm for most other LCD screens I've seen.–The basic configuration comes with Apple's 1.4 MB FDHD floppy drive. Add the internal 40 Mb hard drive and you have the second configuration available through Apple. All the usual ports can be found at the back of the Portable- external disk drive port, SCSI port, Apple Desktop Bus port, printer port, modem port and audio port. Added for the Portable is a video-out port to allow connection of a monitor. Probably the most noticeable change is the built-in trackball which by the way can be placed on the left or right side or even replaced with an optional numeric keypad. Apple supplies a "low power" mouse for those that just can't get the hang of the trackball. I found the trackball a little awkward at first, but after several minutes of play I got the hang of it.–And finally, the four expansion slots located at the rear of

Continued on Page 2

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From the President

the computer. There's a memory slot, an internal modem slot, a ROM slot (for future ROM based applications) and a Processor Direct Slot. The latter slot seems typical of Apple in that it is not compatible with any other slot that the company has produced for its aggressive Macintosh line. This slot is intended for a variety of expansion cards that Apple hopes third party manufacturers will develop. The 15"x15"x4" computer weighs between 14 and 16 lbs depending on whether a hard disk is installed.

MACINTOSH IIci

The other announced Mac was the Macintosh IIci similar to the IIcx. The significant feature is the 68030 processor running at 25 Mhz making it the fastest Mac in production. Besides the now built-in video support (before you had to buy a video card and use one of the Nu-Bus slots) that's about it for Apple's newest Macs.

APPLES ONLY BBS

Many thanks to Dennis McKowan, Sysop of SNAFUg's own BBS. At October's meeting Dennis brought the actual hardware - the IIe system and 60 MB hard drive - that the Apples Only BBS resides on. He even went so far as to copy the message base onto his IIGS at home so that users who didn't attend the OMmeeting could log onto the BBS and leave messages. The transfer section was temporarily closed while the BBS was shown at the meeting. John Leveritt brought his Mac II and I brought my IIe and we demonstrated how to log into the BBS with our respective telecommunications software. Red Ryder was used on the Mac and ProTerm was used on the IIe. All in all we thought the meeting went well and hopefully prompted some people to go out and purchase modems and communications software to join the interesting world of telecommunications.

Why you might ask, should you spend additional money to buy the necessary equipment to enable your computer to talk to other computers? For one thing, this club provides an opportunity for Apple users to go on-line and ask those technical questions you might have. Or maybe you can help someone who has posted a message asking for help. You might want to keep up with the latest news from Apple. Or you might have something to sell or need a particular piece of hardware. Whatever your needs, there are currently nine sections or Boards as they are referred to, in which you can post messages. For free software, access the Transfer Section. If you're a paid member of SNAFUg, you will have full privileges to upload and download public domain programs. Check out the generous supply of programs in the numerous download areas of the Transfer Section.

HYPERSTUDIO

Our November 11th meeting will feature a demonstration of HyperStudio by Roger Wagner Publishing. This program is the hottest thing to hit the IIGS since accelerator boards. It is similar in nature to the Macintosh's HyperCard, but is more flexible and allows a lot of options that HyperCard doesn't. See for yourself what all the Apple II magazines are raving about.

COMDEX FALL '89

This annual COMputer Dealers Exposition is the largest computer show in the world and Las Vegas has been host to it for quite some years now. Typically an MS-DOS event, the show's producers decided to add MacDex to the agenda. MacDEX as the name implies is a Macintosh exposition scheduled the same week (November 13th through the 17th) as COMDEX in the Cashman Field Center. The first MacDEX held earlier this year was described as a flop because of location and logistics. Hopefully bringing MacDEX to the Cashman Field, an established highly visible exhibit hall, will liven things up for the Mac and make it as viable a convention as MacWorld held in Boston and San Francisco twice a year.

Tuuuurkeeeey!!!!

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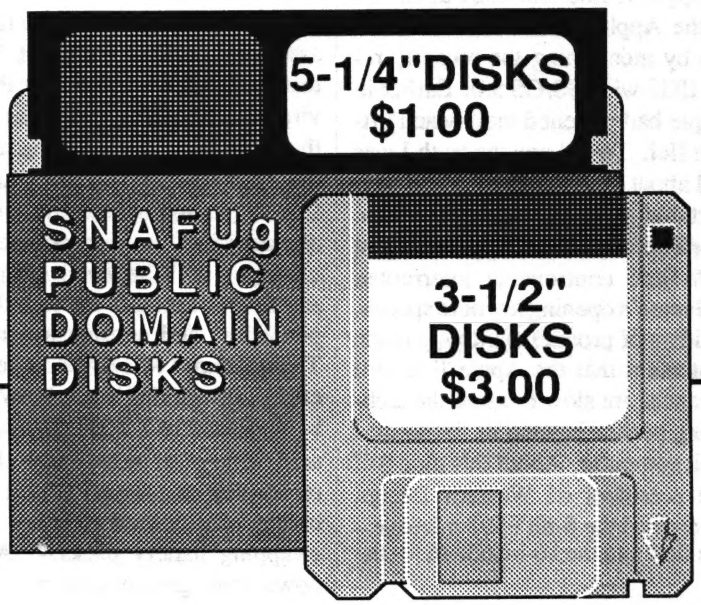

Review of Cosmic Osmo

by Jim Bowen

When I opened up COSMIC OSMO I found an instruction booklet with 9 pages of instructions in large print which took all of 5 minutes to read. The instructions were very easy to follow. COSMIC OSMO comes on 6-800k disks. Disk #6 contains HyperCard v1.2.2 and disks 1 through 5 contain COSMIC OSMO. There is a total of 4.3 megs that needs to be installed on a hard disk to run COSMIC OSMO. It took me about 20 minutes to install.

I have very few games but COSMIC OSMO is fun and interesting! Even a young child could play with this and get totally engrossed, as I did. The way that it works is each scene has several hidden buttons and when you click on an object in that scene it will cause something to happen. Click on a light switch and the lights go out. Click on a door knob and the door opens. Click inside the door way and you enter the next room. Click on the phone and the receiver is off the hook and you can dial any phone number. Most numbers you dial will just ring, but if you dial a number that is in another area of COSMIC OSMO you may get a message. If you click on a typewriter you active the typewriter and you can click each key and type a message which will be left for the future, until you erase it or quit the program. Click on a stair way and you go up or down it to another level. The game just goes on and on. It would be very difficult to become bored with this game. It seems to never end.

The only problem with COSMIC OSMO is the enormous disk space that it takes. It needs that for all the animation and sound effects to take place.

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Special Interest Groups Starting Up Soon!!!!

by Dawn Wilson

The Special Interest Groups (SIGs) will be starting up soon. Well, now that the summer is over and people are winding down from vacations, the SIGs will be starting up again. If you have a particular software program that you would like to learn, or if there is a software program that you are familiar with and you would be willing to teach other SNAFUg members, please let Ron Anderson know. Ron is the new SIG Director and he is really excited about getting the SIGs going again. Ideas so far include a game SIG and one time only SIG dealing with the Apples Only BBS taught by sysop Dennis McKwan. A schedual of the SIGs will be in the newsletter as the information becomes available. Ron's phone number is 878-6788.

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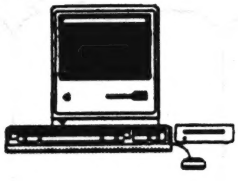

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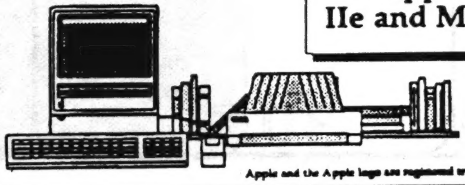

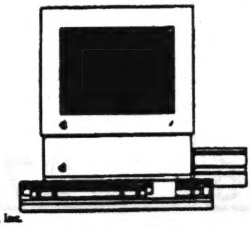

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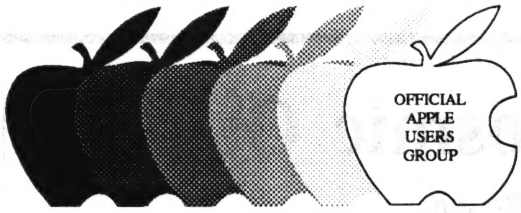

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Calendar of Events

November 1989

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	Club Meeting 12:00 Veterans Day 11
12	13	14	15	16	17	18
19	20	21	22	Thanksgiving 23	24	25
26	27	28	29	30		

From the Editor

by Dawn Wilson

MEMBERSHIP MEETINGS

I WOULD LIKE TO TAKE THIS OPPORTUNITY TO TALK TO YOU ABOUT THE GENERAL MEMBERSHIP MEETINGS. IN JUNE WE MOVED THE MEETINGS TO SATURDAYS AT NOON IN THE SUNRISE LIBRARY, SINCE THEN ATTENDANCE AT THESE MEETINGS HAS BEEN VERY LOW, AND THOSE OF US WHO ARE OFFICERS WOULD LIKE TO KNOW WHY. IF ANY OF YOU HAVE SUGGESTIONS AS TO WHY THE ATTENDANCE HAS BEEN SO LOW, PLEASE LET US KNOW. HAS IT BEEN BECAUSE THE MEETINGS ARE HELD AT AN INCONVIENT TIME? ON A BAD DAY? IS IT THE LOCATION OF THE MEETINGS? ARE THE TOPICS OF THE MEETINGS NOT INTERESTING? WE ARE TRYING VERY HARD TO GET QUALITY SPEAKERS ON SUBJECTS THAT WE FEEL WILL BE INTERESTING, IF YOU HAVE ANY IDEAS, PLEASE LET US KNOW. REMEMBER THIS IS YOUR CLUB, AND IT WILL BE ONLY AS GOOD AS YOU WANT IT TO BE.

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IF YOU HAVE SOME FREE TIME, AND WOULD LIKE TO GET INVOLVED IN SNAFUG, NOW IS THE CHANCE. DUE TO THE RESIGNATION OF DON WELLS, THERE ARE TWO POSITIONS STILL UNFILLED. IF YOU HAVE ANY QUESTIONS ABOUT THE RESPONSIBILITIES OF THE POSITIONS, JUST ASK ANY OFFICER.

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New Products

Apple Unveils New Macintosh IIci.

UNIVERSAL CITY, California-September 20, 1989-Apple Computer, Inc. today added portability and even more power to its Macintosh product family by announcing the Macintosh Portable and the Macintosh IIci. The Macintosh Portable is a full-function Macintosh in a portable design. The Macintosh IIci is a high- performance version of Apple's popular Macintosh IIcx. Running at 25 MHz and offering new capabilities such as built-in video, the Macintosh IIci is the most powerful Macintosh that Apple has ever developed.

"With this announcement, Macintosh becomes the only comprehensive product family in the industry to offer users consistent personal computing," said Jean-Louis Gass e, president of Apple Products. "This means all Macintosh customers have a sweeping range of hardware and application choices and they're all based on a single, unified software architecture. Perhaps most important, it means that more and more people can find a Macintosh to fit their individual needs."

Macintosh IIci

The new Macintosh IIci is the highest performance personal computer that Apple has ever shipped. It delivers up to a 55 percent performance increase, when compared to the Macintosh IIcx and IIx. Additionally, it offers new capabilities such as built-in video and incorporates the same flexible design and hardware features as the popular Macintosh IIcx.

"We define performance in human terms," said Gass e. "A truly powerful system is responsive, makes people better at what they do and is enduring. As the Macintosh IIci demonstrates, real performance doesn't come from just raw processing power. It comes from the balanced integration of hardware, peripherals, system software and the human interface. "

Performance

The Macintosh IIci computer's higher performance derives from a balanced system design, which features a faster microprocessor and performance enhancements that optimize the microprocessor's capabilities. The combination of these features enables the entire range of Macintosh applications to calculate, reformat, enlarge, scan, search, resize, scroll, redraw and paint faster than any Macintosh has ever been able to do before.

Additionally, the system features a connector for a cache card, which can further boost the overall throughput of the system.

- Faster clock speed: Motorola 25 MHz 68030 and 68882. The combination of the 68030 microprocessor and the 68882 floating-point coprocessor running at 25 MHz represents the most significant new feature of the Macintosh IIci. (The Macintosh IIcx and IIx run at 16 MHz.)

- Burst-mode RAM access: The burst-mode RAM access capability of the 68030 allows the microprocessor to read blocks of memory more efficiently than in previous architectures. As a result, the system requires fewer clock cycles to process groups of instructions, further accelerating the system's performance.

- Faster DRAM: The system uses 80 nanosecond DRAM to match the increase in the microprocessor's clock speed and burst-mode RAM access. Additionally, the ROM code takes full advantage of the 68030's 256-byte instruction cache.

- RAM cache connector: The system's built-in cache connector provides users with the ability to install a cache card that can increase performance by storing the most-recently accessed data and instructions in a small bank of high-speed memory. The microprocessor can read data and instructions from the cache in fewer clock cycles than it can read from main memory. A cache card can improve the performance of a system by up to an additional 30 percent (for a 75 percent overall increase) in performance, depending on the configuration and usage. Apple plans to announce a

Continued on Page 7

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New Products Continued

RAM cache card in early 1990.

Built-in video

The Macintosh IIci computer's built-in video capability lets users connect a monitor to the system without using a video card. The built-in video drives a 640-by-480-pixel screen, such as the AppleColor High-Resolution RGB Monitor or Apple High-Resolution Monochrome Monitor, at up to 256 colors or gray levels, or a 640-by-870-pixel screen, such as Apple's Portrait Display, at up to 16 gray levels. Built-in video for the Macintosh IIci is self-configuring. Users simply plug in a video cable to the video port. Built- in video also increases the expansion capabilities of the system by freeing up a NuBus slot.

Additional features

- 512K of ROM: The Macintosh IIci features 512K of ROM, which provides support for the new hardware features (built-in video, burst-mode RAM access, optional cache) in the Macintosh IIci, and for 32-bit addressing. When used with System 7, Apple's next major release of Macintosh system software, the Macintosh IIci will be able to address up to 4 gigabytes (4 billion bytes) of memory. The ROM also includes support for 32-Bit QuickDraw, enabling color systems to display up to 16 million colors simultaneously with the appropriate graphics card support.

- IIcx design: The Macintosh IIci shares the same flexible design as the Macintosh IIcx. It has a small footprint, can be set vertically or horizontally and it is designed for easy serviceability. It also has the auto- restart and low noise features of the IIcx.

The hardware features that the Macintosh IIci shares with the IIcx include three NuBus slots, 1MB to 8MB (up to 32MB with future memory chips), Apple Stereo Sound capabilities, the internal SuperDrive and an internal 3.5- inch hard disk. As with all other 68030-based systems, the microprocessor's built-in Paged Memory Management Unit (PMMU) can be used with A/UX, Apple's UNIX system and with future versions of the Macintosh operating system.

- Expansion capabilities: The system also features the same set of external ports as the IIcx, and includes a video connector to support the built-in video. Additionally, by using the Macintosh IIci computer's built-in video capability customers have all three slots available for other cards. The Macintosh IIci can be configured from 1MB up to 8MB of RAM on the logic board and accommodates either 40MB or 80MB 3.5-inch, half-height hard disks from Apple and larger disks from third parties. The system can also be preconfigured with A/UX. Each Macintosh IIci includes a mouse, System Software 6.0.4, HyperCard 1.2.5, SuperDrive, and all documentation.

Apple believes the Macintosh IIci will appeal to a broad range of users who want more power.

Upgrades

Macintosh IIcx customers can upgrade their systems with a Macintosh IIci Logic Board Upgrade Kit that consists of the logic board, as well as a bottom case to accommodate the video connector. The Logic Board Upgrade Kit is scheduled for release later this year.

Macintosh IIci-specific DRAM kits in 1MB and 4MB configurations are available immediately for IIci customers who want to upgrade their systems.

Price and availability

The Macintosh Portable and Macintosh IIci are available immediately through all authorized Apple certified dealers and VARs.

Suggested retail prices for the Macintosh Portable and peripherals:

Suggested retails prices for typical Macintosh IIci configurations:

Macintosh IIci w/1MB RAM/SuperDrive $6,269
Macintosh IIci w/1MB RAM/40MB Hard Disk $6,969
Macintosh IIci w/4MB RAM/80MB Hard Disk $8,669
Macintosh IIci w/4MB RAM/80MB Hard Disk (A/UX installed) $9,152
Macintosh IIci Logic Board Upgrade Kit $2,399
DRAM upgrade kits
1MB: $499; 4MB: $1,999

Keyboards for the Macintosh IIci and all other peripherals are sold separately.

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Macintosh Portable

The Portable incorporates all traditional Macintosh benefits into a system that customers can take with them. Notably, the Portable features advanced screen technology, sophisticated power management, all-in-one design, and complete Macintosh compatibility.

"When we started developing the Macintosh Portable, we set two design challenges: First, it had to be a complete Macintosh; Second, it had to be truly portable." said Gass e. "This meant no compromises. And it required integrating innovative display and power technologies. Our new Portable meets those design criteria: it's a Macintosh through and through. Now our customers can have Macintosh personal computing anywhere."

Advanced screen technology

The Portable uses state-of-the-art Active Matrix Liquid Crystal Display technology to achieve the superior graphic capabilities of the Macintosh. This technology enables the Portable to depict the Macintosh graphical user interface, as well as sophisticated graphics, text, and animation with a fast response time,

Continued on Page 8

New Products Continued

high contrast, and wide viewing angle. The Portable's display size is 640-by-400 pixels, which is 50 percent larger than a Macintosh SE screen and as wide as a letter-size page. The system also features a video output port. This port can be used with an adapter to drive external monitors, projection video systems or overhead viewplates.

Portability

Macintosh portability is achieved through sophisticated power management circuitry and an all-in-one design. The system's power management components include:

- Motorola CMOS 68000: Apple chose the CMOS (complementary metal oxide silicon) 68000 microprocessor from the same Motorola family of micro-processors as those found in all Macintosh personal computers. The CMOS 68000 requires 80 percent less power than standard technology chips. It runs at 16 MHz, providing roughly twice the performance of the Macintosh SE.

- Low-power-consumption RAM: The Macintosh Portable contains 1MB of static RAM, which consumes less power than standard dynamic RAM (DRAM). It allows users to work for long periods between battery charges and retains the contents of memory when the system is in sleep mode.

- Lead acid batteries: The Portable uses lead acid batteries, which last from 6 to 12 hours (depending on usage and configuration) and can be recharged to full capacity at any time. The voltage of a lead acid battery diminishes gradually as power is used, enabling the computer to provide users with information about the power level. A battery Desk Accessory shows a meter that indicates the charge level left in the battery, much like a fuel gauge. Messages alert users when power is running low.

- Separate power management microprocessor: This dedicated microprocessor monitors the activity of each component of the Portable. The Power Manager optimizes power allocation and automatically puts the system into a standby "rest" mode or into a "sleep" mode if the system has been inactive for a preset period as specified by the user. During the rest mode the system operating speed decreases from 16 MHz to 1 MHz. In the sleep mode the power to most components is turned off. Memory contents are retained in both rest and sleep modes. The Portable's Instant-On feature allows customers to wake up the system by simply pressing any key on the keyboard.

The following features comprise the system's all-in-one design:

- Integrated pointing devices: The system's integrated trackball and full- size keyboard make it easier for customers to set-up, pack-up, configure and use. The system's trackball can be positioned for left- or right-handed users. It can also be replaced by a numeric keypad. The Portable can also be used with a low-power mouse that is included with the system.

THE APPLES ONLY BBS

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300/1200/2400BPS/24 HRS

- Rugged design: The Macintosh Portable is constructed to withstand the bumps and bangs of everyday use. It is made of rugged polycarbonate plastic, a material also used in motorcycle helmets. SuperDrive floppy disk drive and the optional 40MB hard disk are specially designed to ensure durability.

- System expansion: The Portable has expansion connectors for additional RAM and ROM. It also has a connector for an internal modem. Apple today also introduced the Macintosh Portable Data Modem 2400, a 2400-baud internal modem that facilitates communication with other personal computers, minicomputers and mainframes, while maintaining low-power consumption. The Portable's Processor Direct Slot (PDS) is a high-performance slot connected to the microprocessor bus that will support an expansion card. It allows third-party developers to create add-on products to extend the capabilities of the Portable.

It's a Macintosh

The new Portable achieves compatibility with Macintosh hardware and software by integrating the following features:

- Macintosh software compatibility: The Portable works with the same thousands of powerful, easy-to-learn software products that have been written for all other Macintosh computers. The Portable uses Macintosh system software version 6.0.4. This is a hardware-support upgrade and is compatible with previous releases of Macintosh system software.

- Optional 40MB hard disk: This special low-power internal hard disk is factory-installed with System 6.0.4 and HyperCard 1.2.5, further simplifying setup for the user.

- SuperDrive: The Portable includes the 1.4MB SuperDrive, which provides 75 percent more storage capacity than 800K drives, and reads, writes, and formats Macintosh, OS/2, MS-DOS, and ProDOS disks.

- Standard Macintosh ports: Seven external ports accommodate peripherals such as hard disks, printers and input devices. The Portable's serial ports provide LocalTalk support, which allows the Portable to connect to a LocalTalk network and take advantage of AppleTalk Network services such as AppleShare servers, LaserWriter printers and other devices.

- Apple Stereo Sound capability: The Portable features the same high-quality digital sound capabilities as found in the Macintosh modular line and in the SE/30.

The Macintosh Portable comes standard with 1MB of RAM and SuperDrive and weighs 15.7 pounds with the battery and optional 40MB hard disk. Without the hard disk, the Portable weighs 13.7 pounds. It also features an optional mouse, handy pocket reference guide and durable carrying case.

Related products

Apple is also offering several other related products and accessories for the Portable, including the Macintosh Portable Data Modem 2400, Rechargeable Battery, Battery Charger, Numeric Keypad Module, and 1MB Memory Expansion Kit.

Also available from Apple are the Macintosh

Continued on Page 9

New Products Continued

Portable Internal SuperDrive and Internal 40SC Hard Disk. Apple plans to announce the availability of the Macintosh Portable Video Adapter at a later date.

Apple expects the Portable to appeal to a broad range of customers across all application areas.

Price and availability

The Macintosh Portable is available immediately through all authorized Apple certified dealers and VARs.

Suggested retail prices for the Macintosh Portable and peripherals:

Macintosh Portable w/1MB RAM/SuperDrive $5,799
Macintosh Portable w/1MB RAM/40MB Hard Disk/SuperDrive $6,499
Macintosh Portable Data Modem 2400 $449
Macintosh Portable 1MB Memory Expansion Kit $649
Macintosh Portable Rechargeable Battery $49
Macintosh Portable Battery Recharger $129
Macintosh Portable Numeric Keypad Module $69
Macintosh Portable SuperDrive Upgrade $499
Macintosh Portable Internal 40SC Hard Disk $1,199

Apple, the Apple logo, Macintosh, HyperCard, ProDOS, AppleTalk, AppleShare, LaserWriter and A/UX are registered trademarks of Apple Computer, Inc. SuperDrive, LocalTalk, AppleColor and QuickDraw are trademarks of Apple Computer, Inc. NuBus is a trademark of Texas Instruments.
UNIX is a registered trademark of AT&T.

BRODERBUND PRESS RELEASE OCT. 13, 1989

After selling nearly 2 million copys of The Print Shop — making it one of the most popular software programs ever among personal computer users —Broderbund has released *The NEW Print Shop*. The Apple II version is slated to be released early next year for $49.95 and the MS-DOS version is available now for $59.95.

"During the past five years, we've recieved a wealth of ideas from our users, software retailers and employees," said Doug Carlston, President of Brodebund. "Most of the new features and improvments offered in *The NEW Print Shop* have been based on that feedback."

The program includes more than 20 major new features and enhancements.
Among the most significant changes are:

1) A completely new assortment of high res graphics saved in multiple sizes,

2) An improved interface alowing users to make changes during design without repeating steps,

3) The ability to place multipal graphics and fonts anywhere on the page

4) WYSIWYG(What You See Is What You Get) preview that allows users to see how an overall design looks at any time.

New features include a calander-maker with daily, weekley, mounthly, and yearly formats that can be printed out to produce wall-sized calendars and signs up to 9 feet by 6 1/2 feet.

ADD ON PRODUCTS
Three Graphic Librarys — Sampler edition, Party Edition, and School and Business edition — will be realeased for the Apple early next year for $24.95 each. The MS-DOS is out now for $34.95 each.
The New Print Shop Companion,also scheduled to be released early next year will include more powerful graphics, border and font editors; an enveloup maker; and a template-driven page publisher for creating newsletters, flyers and more (sugg. price will be $39.95 for the Apple version and $49.95 for the MS-DOS).

UPGRADE INFORMATION/TOLL-FREE HOTLINE
APPLE II users who purchased the origional Print Shop after May 25, 1989 may upgrade for free; others cost $20. MS-DOS upgrades are available also if upgraded before 90 days after purchase.

To order upgrades call their hotlines at:
For consumers 800/999-3256
For educators 800/521-6263

OFFICIAL ANNOUNCEMENT RED RYDER BECOMES WHITE KNIGHT VERSION 11 UPGRADE

Formal Release Notice Of New Version For Registered Red Ryder Users

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On October 15, 1989, The FreeSoft Company announced the impending release of a new product, the successor to Red Ryder version 10.3. The new product, interestingly enough, is called White Knight version 11. Why the name change? Simple. Our license contract for the Red Ryder trademark is to expire on January 1, 1990. Two days before we were to go to the printer with what was to be called "Red Ryder 11", the owners of the trademark advised us that there was to be a significant increase in the license fee renewel. The best calculations that we could do on such short notice told us that this increase was significant to the degree that we would either have to double the proposed price of the product, or eliminate several jobs. Our response was to do neither. Instead, we chose to select a new name for the product and apply for trademark protection ourselves.

As I'm sure you can realize, we have built up a tremendous amount of good faith in the name Red Ryder associated with our products, and we are sorry to have to make such an abrupt "duck and weave". However, this is the choice that I feel is best for the product and our customers. Please help us get the word out in any way you can that this name change has happened - not only with word of mouth but by redistributing this file as far and wide as possible.

Two separate documents are being distributed with this one describing all of the numerous new features added to White Knight 11.

How To Update To The New Version———

More research and developement, and more hours of product testing have gone into White Knight 11 than in all previous versions com-

Continued on Page 10

White Knight Continued

bined. I'm sure you're going to be thrilled with what I've done with it, and I want to get it to you as quickly as possible. However, we have not yet received the user manuals back from the printer, and don't expect to until the end of October. We're making this announcement a bit early so you can do what's necessary to get your update request in as soon as possible and establish yourself in the queue. We'll be filling orders as we receive the manuals hot off the press, and we do expect some delays. Be patient.

White Knight takes strong advantage of the capabilities of the 128K ROM's, which means that it will run on a Mac Plus, SE, II, or later machine. It will not run on a 128K or 512K Macintosh. I doubt strongly that it will run on a 512KE (but should run fine if you upgrade that machine to one megabyte or more of memory and use System software version 6.0.2 or later).

As always, we will support our existing customers with a moderately priced upgrade path based upon 25% of the suggested retail price. The cost of the upgrade from version 10 is $35.00. The cost of the upgrade for versions prior to version 10 is $50.00. If you purchased version 10 on or after October 1, 1989, please send in a copy of your receipt (or other dated proof of purchase) and we will give you the upgrade for just a $5.00 shipping charge ($10.00 outside of the United States).

To get the update, it is imperative that you follow some instructions explicitly. We anticipate a _tremendous_ number of update requests coming in all at once, so we're going to have to muddle through the best we can. If you skip something or don't follow the instructions, your request will likely be pitched in a box that has a derogatory sign on its side until we get some breathing room and time to figure out what to do with it. So please, follow these instructions TO THE LETTER, or save us both some heartache and give us a call if you have any questions about these instructions.

1) The Master Disk that we sent with your original order is your proof of purchase, and that's what you'll need to send in with your update fee. We don't reuse these disks, so there's no need to pay a lot of attention to protecting it. However, you should consider insuring the package for $139 (the suggested retail for White Knight) should your disk be lost in the mail.

2) If it is a version 10 (that is: 10.0, 10.1, 10.2, or 10.3) master disk, enclose payment of $35.00. If you have not yet updated to version 10, enclose the Master Disk for the version you do have and payment of $50.00. We will accept personal checks, money orders, postal money orders, or Visa and MasterCard credit cards. If you use a CREDIT CARD, we'll need the NAME as it appears on the card, the ACCOUNT NUMBER, and the EXPIRATION DATE. ALL PAYMENTS MUST BE IN U.S. FUNDS. If you live outside the U.S. and don't have a Visa or MasterCard or U.S. funds bank account, please use an International Postal Money Order issued in U.S. funds, which is available from your local post office.

3) Address the envelope to:

The FreeSoft Company
White Knight Update Dept.
150 Hickory Drive
Beaver Falls, PA 15010
United States of America

If you have questions, our phone number is (412)846-2700. Our FAX number is (412)847-4436 (for ordering questions only - not tech. support or product information).

3) If you are in a rush and have a Federal Express account, you can enclose a prepaid FedEx return receipt and we will honor that. Otherwise, contact us for additional charges regarding Federal Express, UPS, or the carrier of your choice (if it services us). Normally, we will ship via UPS unless you don't give us a street address, in which case we will use U.S. Post Office Airmail. Charges for UPS 2nd day and overnight delivery are listed in #6 below.

4) Update orders will be processed in the order received. If you are in a real big hurry (I know some of you are desperate to get this) - I understand and have provided a means for you to update as quickly as possible. I call it "Express Service". We will move your order to the front of the line and get it out with the first available manual (usually the same day we get it) if you will do the following:

A) Enclose an extra $10.00\
B) Write on the lower left hand corner of the outside of the envelope the words "UPDATE EXPRESS ORDER".
C) Look at #3 above and enclose any additional charges necessary if you want it sent back any quicker than normal UPS or U.S. Mail.

5) If you are a Pennsylvania resident, you must enclose 6% sales tax ($2.10 for version 10 to version 11, or $3.30 for version previous to 10 to version 11), or send us a signed copy of your tax exempt form.

6) This is a _BIG_ package (the manual alone is twice the size of 10.3's), and is therefore quite heavy and expensive to ship. If you are in the U.S., we'll pay for regular shipping via Airmail or UPS, so there is no charge for this. However, due to the high costs of airmail postage rates and the time involved dealing with customs forms, customers outside the U.S. must add postage to their update fee. We're pleased to announce that Emery Air Freight has kindly extended us special rates that are extremely competitive with U.S. Mail, especially given that Emery will deliver within 5 business days (2 to 3 days in some countries) and the U.S. Mail can take up to 6 to 8 weeks.

Here are the shipping charges we'll need you to include:

United States

We'll pay for Airmail or regular UPS, so you don't have to include anything for those services. For UPS 2nd day delivery, add $5.00. For UPS overnight delivery, add $14.25. For other couriers, please contact our office.

Canada

Airmail - $5.00
Emery Air Freight - $19.00

Australia, New Zealand

Airmail - $21.90
Emery Air Freight - $27.50

Europe, Caribbean, Mexico

Airmail - $18.30
Emery Air Freight - $25.00

Continued on Page 11

White Knight Continued

Far East: Japan, Thailand, Singapore, Hong Kong, Etc.

Airmail - $21.90
Emery Air Freight - $25.00

Central America

Airmail - $11.10
Emery Air Freight - $34.50

Middle East, South Africa

Airmail - $21.90
Emery Air Freight - $39.10

U.S. Territories - Guam, Saipan, Etc.

Airmail - not available
Emery Air Freight - $25.00

Let's review the prices one more time:

1) REQUIRED (one of the following two)

Update from version 10: $35.00
OR Update from previous to 10: $50.00

2) REQUIRED (outside of U.S.)

Shipping cost: $??.?? (see #6 above)

3) REQUIRED (if Pennsylvania resident)
Sales tax: $??.?? (see #5 above)

4) OPTIONAL

Express Service: $10.00

Your Total: $??.??

ELEGANT MOUSE PORT EXPANSION FOR PLUS OWNERS

Tucson, AZ. Practical Solutions, Inc. announces Mouse Master, a new product for the Macintosh Plus (and previous) computers. This new device enables easy switching between any one of three alternate input devices (such as a joystick, mouse, or trackball). The attractive, compact unit with custom molded case and cable features an LED display to show the input port selected, and an automatic reset which returns the device to the primary port upon restart. Mark Sloatman, company president states, "Macintosh Plus owners don't have the convenience of ADB for input devices, therefore they have to constantly fumble with cables when changing from one input device to another. We feel that this provides an elegant solution to a common problem."

The state-of-the-art Mouse Master utilizes solid-state CMOS circuitry to switch all lines and power via one, easy-touch push button for simplicity of operation. Engineered to comply with the hardware specifications of the Mac, Mouse Master needs no external power supply or battery, and is completely compatible with all mouse replacements.

Practical Solutions also includes a collection of labels to allow the user to choose their own port identification rather than rely on the commonly used "A B C". The sets range from graphic icons to text identifying several of the more popular input devices (e.g. Pro-Point, Kraft Joystick, and Turbo Mouse). Several blanks are also provided for custom user identification.

Priced at $69.95 retail, Mouse Master is in stock now, and offers a one year warranty. Practical Solutions also provides unlimited technical support. Mouse Master is available through your dealer, or direct from Practical Solutions.

As Sloatman says, "There is more to life than just the standard mouse." For further information please contact:

Practical Solutions
1135 N. Jones Blvd.
Tucson, AZ 85716
(602) 322-6100
Fax: (602) 322-9271

Practical Solutions, Inc. manufactures and distributes innovative products for the computer industry.

PRINTER RIBBONS

by Richard Leighton

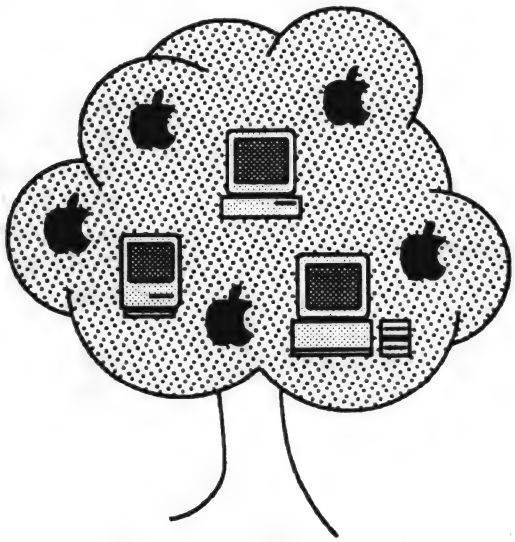
SNAFUg has reinked ribbons for sale at the price of $1 with the exchange of your old ribbon and $2 without any exchange. At the present time the club has the capability of reinking only one type of ribbon. This ribbon is the ribbon usually associated with the Imagewriter. It can however, be used on an assortment of printers.

The list of printers is as follows:

MAKE	MODEL
Apple	DMP, Imagewriter I, Imagewriter II
AT&T	470, 471, 473, 474, 475, 476
C.ITOH	Prowriter I and II, 1550, 1550B, 1550S,1550SC, 7500, 8510, 8510A, 8510B, 8510S, 8510SC, 9500
COMMODORE	SUPER PET 9000
Digital	LA50
NCR	11-50/8510, 6411/80, 7182, 7700 series
NEC	PC8023A, PC8023B-C, PC8023BE-C, PC8023BE-N PC8024, 8025, 8027, Astra 2080, Personal Com puter
NEWBURY	1550, 8510A
QUANTUM	2000
SONY	SMI 7020UB
TEC	TEKELEC 8500-1550
TELEX	181, 182, 281, 281B, 281D
TOSHIBA	P1010, P1150, PA725IE, PH7852E
VICTOR	System 9000

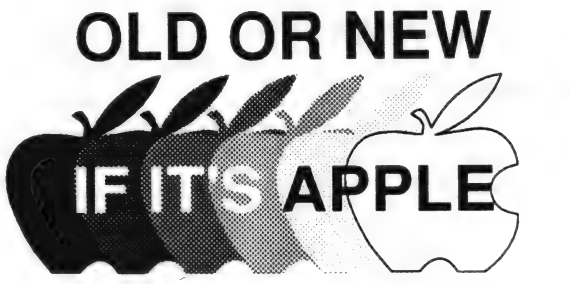
Logos

These are the logos that we have received so far from members of SNAFUg in the logo contest. Entries wll be received up until November 18th. Entries can be given to any officer or uploaded to the Apples Only BBs. In next months issue of the Desert Dialogue we will print all of the entries and members will vote on the new logo for SNAFUg. The winner will receive a years membership and a software package of their choice from the SNAFUg library.



Southern Nevada Apple Family Users Group

Marcus R. Jensen



BILL BOOTHBY

AN INTERVIEW WITH WOZ

Recently we had the opportunity to interview the co-founder of one of America's leading computer firms, Mr. Woz Steveniak. Here is an excerpt from the transcript of that interview:

Q: As the co-founder of the Banana Computer, the PC on the leading edge of technology, can you tell us how you decided to name your invention "Banana"?

Woz: Of course. We named our first computer "Apple", but because it was not accepted in the mass marketplace, we realized that an improvement was needed. We merely picked the name of the next fruit in alphabetical order.

Q: Does that mean that if you had gone onto another model, it would have been called "Cantaloupe"?

Woz: (smiling) Not really. We had the name Casaba picked out and then Deli next.

Q: Deli?

Woz: Well, we figured if the fruits didn't work, we'd switch to some other food. Fortunately, Banana DID catch on and so we never had to go any farther in that field. (Giggle) No pun intended!

Q: You mentioned earlier the failure of the Apple. Can you go into a bit more detail on that subject.

Woz: It was a language problem. Our first language was Integer Basic, and and you know when you divided 10 by 3, you would get an answer of 3. This was fine for creating games, doing word processing, but we realized that it was a serious drawback in general accounting procedures, not good for classroom use past the third grade and really a total flop in spreadsheets. We gave this up with the design of the Banana, when we went to BananaSoft, a language we had Microsoft design for us and then from which we deleted several key commands to provide for third party enhancements in the future.

Q: No doubt the Banana was an excellent move, for it became the keystone of your megabucks company.

Woz: Yes. I make a nice living now.

Q: Before we go into more details of the success of Banana Computer, its history and design innovations, can you tell us how you got your unusual first name?

Woz: (Laughing heartily) Ha. Ha. Ha. Well, the name on my birth certificate is Wilbur Orville Zeppelin Steveniak — my dad was a pioneer aviation buff — and I just used the initials as a nickname. Since I became rich and famous it seemed to fit my image, and saves me a lot of time when I sign checks.

Q: We know of course of your earliest partner, Steven Unemployed. What contribution did he make to the founding of Banana Computer and what is he doing now.

Woz: Steve and I keep in touch by phone, but we don't get to see each other much any more. He was extremely helpful when we built our first Apple, after all it was his soldering iron, his work bench and he had all the Sams reference books. I believe his greatest contribution was recognizing that the Apple was just a stepping stone, and that we needed an "appliance" more than just a "computer", for after all IBM was making more computers at that time than anyone could buy, but General Electric and Panasonic couldn't keep up with the demand in the appliance field. Steve's best suggestion was that we forget the bland, dull look of our Apple and start a whole new fashion styled series of computers in avant-garde contemporary color design. At that time I didn't fully understand the significance of his thinking, but when I got my college degree (some years later) I understood the meaning of avant-garde and realized how brilliant Steve was.

Although the most exciting changes we ever utilized in the Apple was changing the color of the cases from tan to light gray, we made the successful breakaway on the Banana with its brilliant yellow. The gorgeous colors on subsequent models, the mauves, the chartreuses, the indigos and the puces are now seen on desks all over the free world. Our products in the iron curtain countries are still mostly brilliant blacks and browns. All of this we owe to Steve's marketing foresight.

Steve now has a hi-tech computer company which is developing a foolproof system to beat the California Lottery, having formulated a number of algorithms which successfully beat the roulette and blackjack tables

Continued on Page 14

The WOZ Continued

in Las Vegas, Atlantic City and aboard the QE2.

Q: Why didn't Steve go with you to Banana?

Woz: He thought about it, but there was some sort of internal hassle about a Pepsi-Cola machine or something in the office. I never fully understood all the details, but Steve took his computer, a printer, a box of computer paper, two ribbons and his twenty-seven million dollars and left.

Q: Other than the language and color, was the first Banana Computer much different than the original Apple?

Woz: (Explosively!) Of course! We added 14 more slots to the motherboard, put a keypad and 32 function keys on the keyboard, installed a built in disk drive, clock, calendar and room deodorizer and were able to reduce the number of chips from 186 to 3.

Q: Did these early changes all prove to be of value to the consumer? Were they readily accepted?

Woz: (Testily) You just asked me two questions. Johnny Carson or Barbara Walters have never done that. (Pause) However, I shall try to answer both of them for you, sequentially. (Smiles quietly)

The early changes did indeed provide a bonus for the consumer. Now he or she could add boards and stuff inside the computer to his or her heart's content. Third party vendors just loved us for that. The keypad brought us into the business world, where we positioned ourself right between Commodore and Nintendo. The function keys gave the user the opportunity for future expansion uses, actual augmentation of which we still have under advisement in our R & D labs.

The changes were all readily accepted and our sales soared. We had really struck a mother lode with the keypad because now our acceptance by the Fortune 499 (IBM abstaining) was assured.

Q: When your old Apple Company closed, it had a series of computers all with Roman numerals and letters after its name. Why did you decide to change that method of identifying new models?

Woz: We did intensive market research and noted that the automotive industry, America's and Japan's leading industries, did not have names like Ford I, Ford II, Ford II+, Ford IIc. Instead each car was called an Accord, Civic or some other individualized name, and all very American sounding.

Based on this research we have called our computers, CHIQUITA, DOLE, WOLOF and our desk top unit — MUSA, classic banana-oriented names. We decided not to use names like Honduras, Guatemala, El Salvador, Nicaragua and Costa Rica because of the political implications involved. Although our General Sales Manager wanted us to use the name "BANANE", for reasons known only to him, we decided it sounded too foreign. Recently our newest units have been assigned computer generated names — we are in the business you know — and our new educational model will be named KIDSKIN, the business machine is to be named BUCKSKIN, the graphic arts unit may be called ARTAPEEL and our co-op effort with Sony has been called SXAPEEL.

Q: Banana Computer has led the field in technology. Are there any non-technical advances in which you feel Banana has acted as a front runner?

Woz: Yes. Our marketing department has set a new standard by adding the 25-cent surcharge to each unit, to provide better consumer service. Our sales department has reduced costs by 32%, resulting in increased profits in our net. Our close relationship with Banana User Groups (or BUGS as we refer to them) has resulted in an extremely friendly user base.

Q: Can you clarify these points?

Woz: What?

Q: Can you clarify these points

Woz: Indeed. Which one?

Q: You mentioned a 25-cent surcharge on each unit. How can that help improve better consumer service?

Woz: In the old days of Apple we used to get letters from consumers all the time, and never had the time, personnel or money to answer those letters. There was, we understand, a fellow in Las Vegas, Nevada who wrote 21 letters to us and never got an answer. We're sorry about that, but there was not much we could do. Now that we have the 25-cent surcharge on each unit, we have the financial reserves to be able to hire a nice lady to answer letters and still have money to pay for the postage,

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The WOZ Continued

without greatly affecting our profit margin!

Q: How did your sales department action help reduce cost? Wouldn't that normally be a function in which sales is not involved?

Woz: Normally the prime directive of the sales force is increasing volume. In our case we found that BUGS (the Banana User Groups) were doing such a great job for us, that we were able to close down 32% of the retail outlets and we have saved money on printing in-store banners, dealer instruction manuals, decals for store windows and salesperson ID badges — the ones which read:

HI! I am your Banana Dealer

My name is :

Not counting the buttons with clever sayings we used for special promotions, salesperson courtesy training classes, modem line charges and free lunches which our sales reps had to provide sporadically to dealers in many small towns. It may have caused a minor inconvenience. We know of a Western city that has only two dealers in a city with a population of 500,000, but our consumer profile study indicated that most Banana users didn't mind riding on a city bus to a dealer, shlepping their computers, as long as the trip was not more than two hours one way.

Q: How has close association with your Banana User Groups helped Banana Computer?

Woz: We have found that by providing free updates to our Banana User Media Service (BUMS), as we call the network of User Groups in our little "family", we save over $8,000.00 a month in postage, handling, correspondence, printing and wear and tear on our Pitney Bowes mailing machine. By just sending out 500 updates and a Xerox copy of our Desktop Published newsletter, we do not have to bother with the two and a half million users who used to pester us. It is well known that User groups love to copy programs, so this way we keep them happy copying things and we get the update into the mainstream within 7 days, and save money.

We did find an interesting side effect of providing free updates, newsletters, video tapes and cassette recordings of speeches by officials of Banana Computer...we changed the titles of many of the officials here at Banana. We have abandoned titles such as evangelist, fellow and procurer for the more easily recognizable titles such as director, vice president and purchasing agent. It saves us over $1,200.00 per month in verbal communication explanation time, plus we now have less trouble getting our business cards printed at our local printer.

Q: Thank you very much, Woz, we really appreciate your taking time from your busy day to spend this time with us and answering our questions. Those of us who have been fans of yours since the old days when you and every guy who owns a computer store and/or manufactures something for the computer industry were buddies, look forward to our next meeting. Thanks again.

Woz: You're welcome. 67 72 79 87, baby.

Submitted by:

Paul Raymer, member

Banana Users Group of Friendly Families (BUGOFF)

Las Vegas, NV 89121

FROM

THE MAILBAG

By Larry Mann

The most exciting thing recieved in the mail box was was a letter fromITALY (yes...ITALY!) and he was requesting information on how to join our Macintosh group and a catalog of our Mac PD software. I don't know how our group

gets it's name all the way to ITALY, but it sure suprised me!

If anyone would like to send him some information on a Mac group or a PD software catalog his address is:

Brunazzi Danilo

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43015 Noceto (Parma)

Italy

Fax +39 521 618589

HERE IS YOUR CHANCE to help the group to aquire an LCD panel projector! If you have a business that has less than 12 employees, there is a publisher that gave us forms to enter a free drawing for the LCD panel. These forms will be at the next meeting.

We also recieved catalogs from the following:

ENHANCEMENTS (Apple IIgs, IIe, & IIc Discount Software Catalog)

DISKETTE GAZETTE (Apple programs and hardware)

UARCO (Quality computer supplies & continous forms)

At the next meeting I will bring the catalogs if anyone would like to look at them.

it always pays to read the fine print.

"GRIDS+ IS A GREAT PROGRAM. IT WAS EXACTLY WHAT I NEEDED!"
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"GREAT FOR TEACHERS. I CAN NOW PUT GRAPH PAPER INTO MY TESTS FOR ALGEBRA II CLASSES. THE POSSIBILITIES ARE LIMITLESS."
Pauline K./Maywood, New Jersey

"GRIDS+ IS A VERY GOOD PROGRAM."
Thomas H./Anchorage, Alaska

"I LIKE IT ! I SEEM TO BE ABLE TO GET IN TROUBLE WITH ALMOST EVERY NEW PROGRAM, BUT NOT SO WITH GRIDS+. I RATE IT EXCELLENT!"
William F./Amherst, Massachusetts

"THIS IS A GREAT & USEFUL IDEA."
Abe W./Milford, Hawaii

"PRETTY SHARP! IT DOES WHAT I WANT IT TO DO."
Jo W./Kremlin, Montana

"I WANT TO THANK YOU. YOU ARE PERFECT GENTLEMEN. I WOULDN'T HESITATE TO RECOMMEND YOUR COMPANY TO ANYONE. THANK YOU ONCE AGAIN!"
Josh R./Boca Raton, Florida

"GREAT. YOU INCLUDED MORE THAN I EXPECTED."
John S./Mesquite, Texas

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Linda S./Sparta, Illinois

"I AM VERY PLEASED WITH THE MANY DIFFERENT TYPES OF GRAPHICS IN THE PROGRAM."
Vic L./Alma, Michigan

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Roger P./Jacksonville, Florida

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"IT'S REALLY GREAT! I'M DEFINITELY PLEASED."
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"GRIDS+ IS GREAT!"
Paul E./Waynesboro, Virginia

"GRIDS+ IS GREAT. IT DOES EXACTLY WHAT IT WAS ADVERTISED TO DO, AND IT DOES IT SO EASILY!"
Roslyn P./Seattle, Washington

"GREAT. IT WILL FILL A LOT OF MY NEEDS AS A TEACHER."
Larry S./San Diego, California

"GRIDS+ IS TERRIFIC !"
Robert M./Yorba Linda, California

"YOU HAVE A SUPER PRODUCT."
Major Peter S./APO, New York

In this case, the fine print outlines some of the replies that we have received from GRIDS+ users. GRIDS+ is the first in a series of graphic portfolios from APPLAUSE! that have been designed to expand the use of your MULTISCRIBE and APPLEWORKS GS programs. You can use GRIDS+ as a resource to print dozens of grids, lists, paper, sheet music, accounting forms, calendars, schedules and quadrille graph paper. In all, GRIDS+ contains over 75 different designs that will spare you countless trips to office or art supply stores. You'll use GRIDS+ every day, whether you're being creative, working on your finances, or just trying to get organized. If you own MULTISCRIBE or APPLEWORKS GS, we think you'll love GRIDS+!

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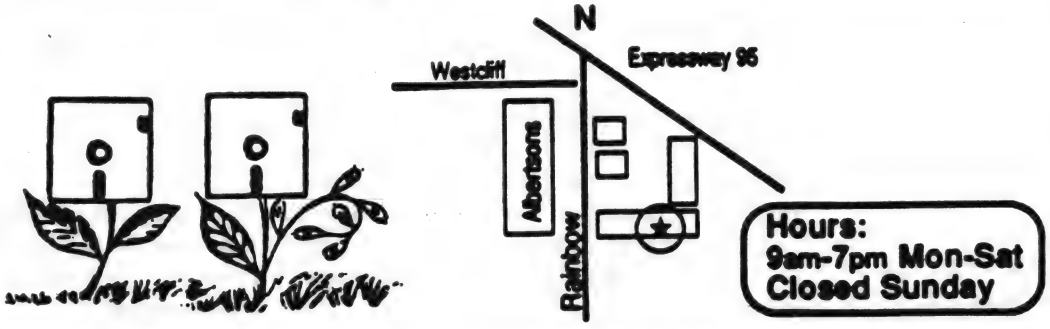

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The State of the Apple II: Problems and Promise

- Barney Stone, President, Stone Edge Technologies, Inc. and Editor, II at Work, for the Apple II Developer's Association, September 19, 1989

The Bad News

The "computer that wouldn't die" is seriously ill. The imminent death of the Apple II has been predicted regularly almost since its introduction more than ten years ago. But those predictions ignored the depth of support that the Apple II enjoyed within its installed base and from third-party developers, users groups and magazines, and today the Apple II continues to generate nearly $1 billion in annual sales for Apple Computer Inc. (1)

Unfortunately, third-party support for the Apple II has eroded substantially. We're down to two monthly magazines (inCider and Nibble), both of which appear to shrink from month to month. The number of Apple II software publishers keeps dropping, which means fewer titles that run on the Apple II, fewer advertisers to support the magazines, fewer magazines, and lower visibility for the Apple II. More and more Apple user groups are treating the Apple II as a poor step-child. Apple

dealers neglect the Apple II in favor of Mac's and PC clones. Computer columnists ignore the Apple II completely. And there is a growing sense of panic among Apple II developers, publishers and resellers.

Meanwhile, the vaunted strength of the Apple II in education is endangered, as more and more schools opt for MS-DOS computers. (True, some schools switch to Macintosh's, but we suspect that many more turn to MS-DOS.)

Confidence in the future of the Apple II is at an all-time low. Rumors abound that the Apple II line will be dropped, driving potential buyers away from fear of obsolesence. Apple does little to stop the rumors, and actually aggravates the problem by dropping contradictory hints about future low-end Macintosh's.

And while the cost of developing Apple II software has risen substantially due to the added complexity of the graphic interface, the availability of development funds has all but dried up. This, combined with the continued overwhelming dominance of Claris, AppleWorks and AppleWorks GS, means that few if any major new software products will be forthcoming. And that, of course, means less excitement in the Apple II world, even fewer advertisers for the remaining magazines, and a self-perpetuating cycle that can only end with the death of the Apple II.

What Went Wrong? What is happening to the Apple II? Is it losing out to more advanced systems? Is there something basically wrong or lacking in its technology? Are third-party developers abandoning it because they don't like it anymore? Are the people who spend a billion dollars a year on Apple II's making a big mistake? Or is the Apple II, like a bright child from the wrong neighborhood or an experienced worker facing mandatory retirement, simply a victim of limited expectations? The bottom line: can Apple II revenues grow to two, three, or more times current levels? Or should we expect its contribution to Apple's bottom line to fade away over the next two or three years? Obviously, we believe there could still be a lot of life (and profit) in the Apple II line, but not if things keep going the way they are. The problems can be divided into five broad categories:

1. "Blinded by the Light"

All of the other problems with the Apple II stem from the simple fact that Apple as a company is so involved with its Macintosh computers that it can't understand why anyone would want to have an Apple II. Apple simply doesn't believe in the Apple II anymore. (Perhaps they never did - see "Missing Targets", below.) Note that this is not true of the engineers and programmers who created the Apple IIGS and GS/OS. They obviously understand the potential of the Apple II and are working to achieve it. But it is clearly true of Apple's entire marketing organization.

OK, perhaps the Apple II isn't "insanely great" like the Macintosh, but let's see where the Apple IIGS fits on the scale of personal computers:

In the early days of the Apple II, it competed with 64K CP/M computers, the recognized "business systems" back then. The IIGS is substantially better than those systems: bigger, faster, friendlier - clearly a much better computer.

But that was a long time ago. What about today's business computers? If you add them all up, there are probably more PC, PC-XT and PC-AT clones being sold today than any other system. How would you compare the Apple IIGS to those systems? Bigger? You bet! Faster? Maybe, maybe not - it depends on what you're doing. Friendlier? Absolutely! (ProDOS 8 is friendlier. GS/OS is downright loving!) And if you want to use a Macintosh-style mouse & graphics interface on your computer, the Apple II GS beats the PC/XT/AT clones hands down for both price and

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Apple // Continued

performance! So if the flagship of the Apple II line is as good or better than most of the personal computers being sold today, why won't Apple market them to business and professional users?

"Though we think of Apple II computers primarily in relation to schools, we found in 1988 that many families and small businesses are also buying the Apple IIGS because of its all-around strengths as a computer. Not only can the IIGS run more educational software than any other personal computer, it can also run general productivity software - everything from word processing and home finance to small-business accounting." - Apple's 1988 Annual Report

That's been true of the entire Apple II line from the very beginning. Why was it suddenly "discovered" in 1988? And what is Apple doing to take advantage of it?

We've actually had Apple employees tell us that Apple as a company does not know how to sell the Apple II - they can't understand why anyone would want to buy one when the Macintosh is so much better! Apple's "vision" of the Macintosh keeps them from seeing that there is a substantial market for the Apple IIGS as a low-end or entry-level business computer.

2. Missing Targets

Of all the personal computers that have come and gone since the days of Imsai and Altair, none has thrived without a substantial market among business and productivity users. This is a basic lesson of personal computer history which Apple insists on ignoring.

In fact, from the earliest days of the Apple II, Apple as a company did not understand that people bought Apple II's for business and professional use, and Apple rarely targeted its advertising at those markets. (That's also why it took so long to get an 80 column display and a working shift key for the computer, not to mention the good, reasonably priced hard disk that Apple still doesn't offer for the Apple II.)

It was third-party developers who made the Apple II a success by providing the software and hardware that made it a productive tool, instead of just an expensive toy. But at least Apple did market the Apple II aggressively back then, even if it was never quite clear from their marketing just what people could, would or should do with them.

Today, with an almost complete lack of Apple-produced advertising for the Apple II, and a total absence of business- and productivity-targeted marketing, the only people supporting the Apple II as a productivity computer are the remaining hardware and business software producers.

3. The Poor Stepchild Syndrome

Can you imagine the same salesperson selling tuxedos and T-shirts? Or BMW's and Hyundai's? Or network TV ads and neighborhood newspaper classifieds? Yet that's the way Apple's marketing department works: one marketing organization for both the Apple II and the Macintosh. Apple II magazines and bulletin boards are full of stories of Apple employees discouraging the purchase of Apple II's and telling developers that they should be working on Macintosh software instead of Apple II products. It's no wonder that the Apple II gets little marketing support when most of the excitement and action are in the Macintosh line. There are only so many dollars in an advertising budget, only so many hours in the day, only so many minutes you can spend with each retailer. It's only natural to spend your time and money where it's easy and exciting.

But that won't keep the Apple II alive!

Apple spends between 20% and 25% of its gross receipts on marketing and distribution.(2) Thus if spending on the two product lines is in proportion to the revenues they

Continued on Page 20

HELP LIST

BELOW IS A LIST OF CLUB MEMBERS WHO MAY BE ABLE TO HELP YOU WITH CERTAIN SOFTWARE OR HARDWARE PROBLEMS. SHOULD YOUR NAME APPEAR HERE? IS THERE A CERTAIN PROGRAM THAT YOU USE ALL THE TIME? IS THERE SOME HARDWARE THAT YOU ARE VERY FAMILIAR WITH? JUST SEND YOUR NAME, TELEPHONE NUMBER , AND THE SOFTWARE OR HARDWARE THAT YOU ARE FAMILIAR WITH TO THE EDITOR.

APPLE II

Richard Craft Appleworks, Classic, Cider Hard Drive, ProTerm.
388-1051

Larry Mann AppleII+
451-1877

Dennis McKowan ProTerm, GBBS
732-1097

MACINTOSH

Robert Vale Hardwareand,Programming.
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John Leveritt Hardware, Applications, Telecommunications.
367-6887

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Apple // Continued

generate, Apple should be spending in the vicinity of $250,000,000.00 (two hundred and fifty million dollars) per year on marketing and distributing the Apple II. Put more simply, for every three or four Macintosh advertisements, we should see at least one Apple II advertisement. If that is not the case, then money generated by the Apple II is going to promote the Macintosh. While that may have been appropriate in the early days of the Mac, it hardly seems fair or even reasonable today.

Then there's engineering. While Apple introduces one new Macintosh after another, the Apple IIGS gets only a minor "incremental" upgrade. While the Macintosh gets faster and faster processors, the IIGS has to depend on speed improvements in its operating system and expensive third-party accelerators. Where the Macintosh has a built-in SCSI port, the IIGS requires an add-on card. Is a hard disk any less necessary for an Apple II running a Macintosh-like interface than it is for the Macintosh itself?

While we understand the need to devote the majority of Apple's engineering efforts to its main product line, a few engineering

improvements would go a long way towards keeping the Apple II alive.

4. Gentrification: We're Not the Same as Macintosh Developers!

Apple II developers tend to have very small companies. We can't afford to attend expensive conferences. We can't afford to send people on regular pilgrimages to Cupertino. We don't have the time or patience to deal with a lot of superfluous paperwork. Our companies are smaller, less well financed, generally less profitable, and have smaller potential markets than typical Macintosh development companies. We can't afford to support an organization that's supposed to be supporting us, but which spends the vast bulk of its time, money and human resources on the Macintosh. Yet Apple wants to treat us the same as Macintosh third-party developers, and that makes it harder to for us to work with Apple, harder to develop the products we want, and harder for us to help keep the Apple II alive and contributing to Apple's bottom line.

5. Who's In Charge Here, Anyway?

The Apple II generates 20 to 25% of Apple's gross revenues, yet there doesn't appear to be anyone in the middle or upper level of Apple management who is in charge of the Apple II, and who has no Macintosh responsibilities. That means that at virtually every level of management, decisions about the Apple II are weighed in relation to the Macintosh. If the same were true at IBM, they would never have introduced the PC in the first place: after all, who in their right mind would buy a PC when they could have a mini-computer? And for that matter, shouldn't everyone have a mainframe?

With no-one in the driver's seat, it's not surprising that top Apple executives are surprised at the continued vigor of the Apple II market when they take the time to attend an AppleFest show and really listen to what Apple II users or developers have to say. It's also not surprising that there is so little two-way communication between Apple and the Apple II third-party development community. Nor is it surprising that third party developers are frustrated, angry and scared. Who ever heard of a billion dollar a year business with nobody in charge?

The Good News

Like the Volkswagon Beetle, the rotary telephone and the DC-3, the Apple II has survived far longer than its expected lifetime because it is a simple, inexpensive and reliable tool. And it keeps getting better: Apple has made it faster, given it better disk drives, increased its RAM and ROM capacity, and given it a proven graphic interface. Third party hardware developers have brought it hard disks, caching disk controllers and accelerators. Software publishers have brought it integrated solutions, a Hypercard work-alike and a powerful relational DBM.

Apple's educational presence continues to be an important factor in keeping the Apple II alive, and in introducing America's next generation of computer scientists to software and hardware concepts. (What other system makes it so easy for a budding engineer to dig into the machine at a "bit and byte" level, to find out how a computer really works?) More important, the market for entry-level computers for small businesses and home office workers is tremendous:

o The Small Business Administration reports that of the 4 million small businesses in the U.S., only 25 percent use personal computers, but more than half of the remaining 75% plan to purchase computers in the next few years.(3)

o There is a booming market in home-office workers. According to a survey by the American Home Business Association "about 27 million people - almost a third of the total U.S. labor force - are working full or part time in their homes," and "21 percent of home-office workers expect to buy a new personal computer in the coming year".(4) Other reports estimate that only 30% of those home-office workers are currently computerized.

Most of those small businesses and home-office workers will purchase MS-DOS computers. Yet in many ways, the Apple IIGS would be a better choice:

o The Apple IIGS is easier to learn and use, which is important because the smaller the company, the less time the buyer of a computer has to learn how to use it.

o While low-end MS-DOS computer appear to be less expensive than the Apple IIGS, the higher cost and longer learning time of MS-DOS software tends to eliminate that advantage. And if you want a graphic user interface, the cost of the additional memory, accelerator, mouse and operating system that are required clearly makes the Apple IIGS a better bargain.

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Apple // Continued

o Finally, the Apple IIGS is a better computer for the children of the house to use after-hours, since they probably use Apple II's in school.

The small business and home-office markets present a tremendous opportunity for the Apple II to take market share away from MS-DOS computers with a minimal impact on Macintosh sales!

The Risk

If Apple continues to neglect the Apple II and relegate it to an extremely limited market, third-party support for the Apple II will soon drop below the "critical mass" of developers necessary to maintain the health of the Apple II product line. As a result, sales of the Apple II will drop off rapidly, with the resulting impact on Apple Computer Inc.'s bottom line.

What Must Be Done?

1. Put Someone in Charge!

Some one individual must be responsible for the Apple II product line. When the president of the largest manufacturer of Apple II add-on products tried to reach John Sculley recently, he could not even get a call-back from Mr. Sculley's office. Another manufacturer was unable to get a reasonable level of technical support, and had no one to report the problem to. Too many Apple II third-party developers have given up trying to communicate with Apple Computer Inc.

We have heard from Mr. Sculley and others that the problems of the Apple II line will be addressed, but nothing ever happens, and we never hear back from anyone. Clearly, the Apple II is suffering from the lack of a single, high-level "champion" within Apple's organization.

We need someone who is responsible for making "Apple II Forever" a reality. That person should be charged with producing the best Apple II products possible, marketing them to any market that makes sense, and generating as much profit as possible for Apple Computer.

2. Separate the Marketing Departments

As a billion dollar a year product line, the Apple II needs and deserves its own marketing organization: its own marketing staff within Apple, its own marketing budget, its own advertising agency, and its own sales reps. Follow the examples of Proctor & Gamble, General Motors, and yes, even the soft drink companies, all of which manage to sell competing product lines without artificially limiting their markets. And if nobody at Apple or its advertising agencies can figure out how to market the Apple II in a world that also includes the Macintosh, ask Apple II users and third-party developers! The answer is simple: forget the Macintosh and sell the Apple II for the great computer that it is. Sell it against the low-end MS-DOS computers that are its real competition. Sell it as the best and most economical entry-level computer for small businesses and home offices. And let somebody else at Apple worry about selling the Macintosh.

3. Accelerate Hardware Development

As a small business computer, the Apple IIGS hardware has three deficiencies, all of which could, and should, be addressed as soon as possible:

o a faster processor

o faster access to floppy disks

o a built-in SCSI controller to reduce the cost of adding a hard disk.

Those improvements, especially if they did not involve a retail price increase, would make the Apple IIGS even more competitive with MS-DOS computers. Any other improvements, such as improved sound and graphics, or higher-capacity disk drives, would be icing on the cake.

4. Improve Third-Party Support

In order to re-build the confidence and interest of Apple II third-party developers in writing Apple II software, the Apple II needs its own support organization, separate from the Macintosh evangelists and technical support staff. The needs of the developers and the potential markets for the two systems are simply too different to be effectively addressed by the same staff. For example, where the Macintosh needs evangelists to encourage the development of new technologies, we need evangelists simply to convince developers and publishers to come back to the Apple II market.

Also, since the costs and risks of developing software for the Apple II are higher now, Apple should consider ways of encouraging developers financially. Whether it's seed money or loans or co-marketing arrangements or the promise to buy bulk copies of new programs for distribution to Apple Community Grant organizations doesn't matter: what is needed is a real, highly visible, meaningful commitment to re-building the Apple II software industry.

If Apple were to commit just one-half of one percent of one year's gross revenues from the Apple II to funding software development, they could produce a flood of innovative software that would clearly establish the Apple IIGS as not just a "slightly better Apple II", but a computer with the technology to carry it through the 90's and beyond.

5. Summary: Divide and Conquer!

All of the above would come naturally if Apple would move quickly to create a separate division to produce and market Apple II products: a division with its own President, and its own R&D, marketing and support departments,

Continued on Page 22

with their own budgets; a division to be treated as an independent profit center within the Corporation. Only then will Apple Computer be able to deliver on the continuing promise of the Apple II.

The Promise: Apple II Forever!

If Apple would only recognize and exploit the potential of its own product, the company would find itself in the enviable position of "owning" two corners of a triad computer market, with GS/OS becoming the third standard operating system for small business computer users. The Apple II would contribute a growing share to Apple Computer's sales for years to come, and the natural synergy between the Apple IIGS and the Macintosh would provide fertile selling ground for larger, more powerful systems in the future, helping the Macintosh and future Apple systems capture many sales that would otherwise go to OS/2 systems. The opportunity is there for the taking, and Apple's third-party developers are ready to back the Apple II to to the hilt. Together with Apple we can achieve the promise of the Apple II. But we can't do it alone.

(1) Jonathan Eder, Apple Computer, at A2-Central Developer's Conference, July 21, 1989

(2) 1988 Annual Report and 1989 First and Second Quarter Reports

(3) Computer Reseller News, Dec. 12, 1988

(4) Computer Reseller News, Nov. 21, 1988

Happy Vetenans Day

Carmen World Cheat Sheet

It is not surprising that the program is copy-protected. But again, the protection scheme is the same as other earlier Broderbund products: Track 20/21 nibble count scheme. Disk 1 (/Carmen.World1) is really just a copy of the System Disk and is copyable. You probably want to use your own System Disk instead. The protection is on the main file Carmen.World of Disk 2 (/Carmen.World2).

I used ProSel's Block Warden for the deprotection process. My purpose was not trying to decipher exactly how the protection code was done in detail, but to achieve the deprotection itself.

I found the sequence A2 20 A0 01 on the second block of Carmen.World, which proved to be quite convenient. I located the beginning and the end of this particular nibble counting routine, which told me two things: a) this routine started at offset 0212 from the beginning of the main code segment, and, b) this routine ended with an RTL instruction, indicating that it was JSL'ed from somewhere.

Next I searched for the sequence 22 12 02 (JSL xx0212) and was rewarded with one occurrence only. Again I located the beginning and the end (again an RTL) of this particular routine. It was then a simple matter of planting an RTL at its beginning, effectively bypassing the whole thing.

Step by step procedure follows:

1) Make a copy of Disk 2 /Carmen.World2

2) Make the following change on the copy:

Block	Byte	From	To
$67	$22	0B	6B

Note that Block $67 is the relative Block 96 (decimal) of the file Carmen.World (in case you use Block Warden). You can search the following hex string:

6B 0B 3B 38 E9 F9 00 5B 69 E4 00

and change the second byte from 0B to 6B.

3) Write the block back to the disk.

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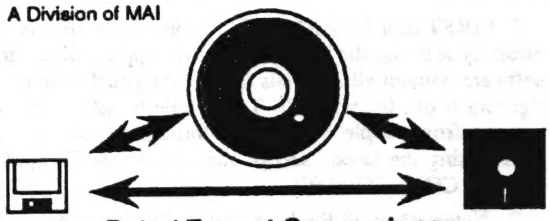

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The DESERT DIALOGUE is the official newsletter of the Southern Nevada Apple Family User's group (SNAFUg), Las Vegas, Nevada. The SNAFU group is a non-profit organization and an Official Apple Users Group, supporting all Apple, Apple compatible, and Macintosh computers. Membership in SNAFUg is open to everyone. The general membership meeting is held the Second Saturday of each month at 12:00 p.m. For additional information on group activities, group discounts, PD library, or membership/subscription rates, contact SNAFUg at (702) 388-1051 (voice), (702) 732-1666 (modem), or via mail: SNAFUg, 5000 E. Bonanza, Box 8551, Las Vegas, Nevada, 89110-3514.

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NEXT MEETING - NOVEMBER 11, 1989 12:00 Noon
Sunrise Library 5400 Harris Ave. Las Vegas, Nevada

SNAFUg
The Official Apple User Group for Las Vegas

Joining SNAFUg is **fun** and **educational**. Here are a few good reasons why you should join:

1. **FIRST and FOREMOST**...to save yourself lots of pain and effort by learning the "ins and outs" of Apple Computer hard- and software without all the trials and efforts you'd have to go through figuring it out for yourself. To be able to ask questions and get answers from people who've been through exactly the same thing! And getting the latest "scoop" through Apple Computer's USER GROUP CONNECTION!

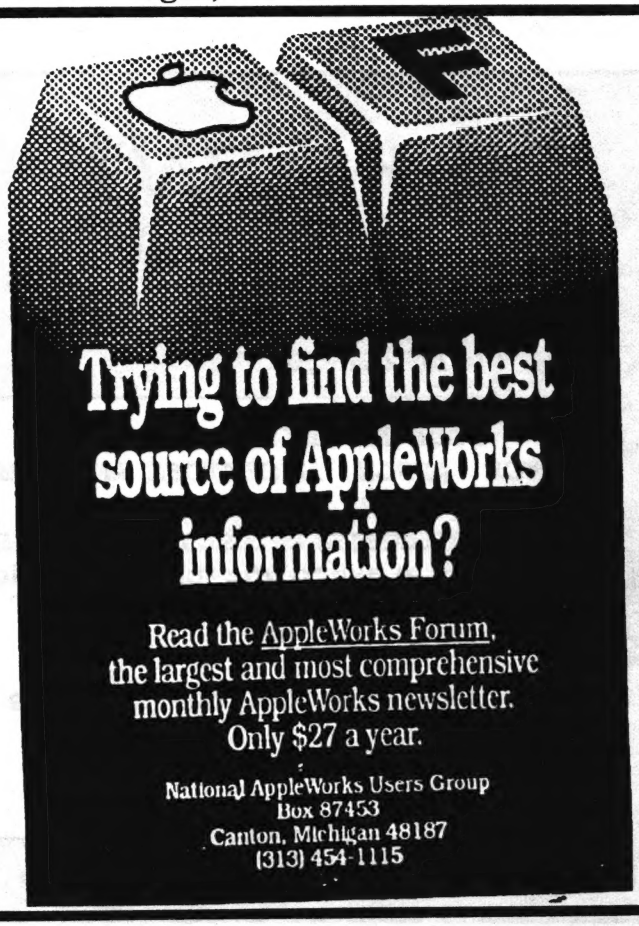
2. **Newsletter:** all the latest Apple Computer news, along with tips, hints and suggestions mailed directly to you before each month's meeting.

3. **Software**: access to hundreds of public domain programs to help you compute faster, easier, and efficiently.

4. **Group buying power:** in addition to discounts given by SNAFUg advertisers for software, supplies, and repairs, developers frequently offer special User Group discounts.

5. **Special Interest Groups:** joining other users to learn specific applications such as AppleWorks, Beginning Computing, Telecommunications, Macintosh Business and General Applications, and BASIC Programming.

6. **A Twenty-Four Hour "Help Line"**: full access to the SNAFUg BBS (The Vegas Connection) via modem. Also includes a library of programs and informative text files.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